



The United States Agency for International Development (USAID) in Iraq is seeking applications for a one year position (with a possibility to extend) of:

Information/Media Specialist
(Program Office – Baghdad)

SOLICITATION No. 12-001

OPEN TO: Citizens and Permanent Residents of Iraq

OPENING DATE: October 11, 2011

CLOSING DATE: October 31, 2011

MARKET VALUE: FSN-10 (USD 36,072 – USD 54,108 Basic Salary p.a.)

POSITION GRADE: The full performance grade level for this position is FSN-10. A trainee grade level, below the FSN-10, may be established depending on the education and relevant work experience of the applicant. The Basic Salary range will be commensurate with established salary history, qualifications, and relevant work experience.

BASIC FUNCTION OF POSITION:

The Information/Media (IM) Specialist is an integral member of USAID/Iraq's Development, Outreach and Communications (DOC) team and works in collaboration with all other team members. The team consists of the DOC Officer and the Information/Media Management Specialist. The team is responsible for implementing the Mission's Development, Outreach and Communication strategy. The IM Specialist's primary responsibilities are: Ensuring the USAID branding strategy is followed; maintaining and updating the USAID/Iraq web-site; updating and maintaining USAID/Iraq visual media; maintaining a Calendar of Events; serving as a back-up Information Officer and DOC Officer when requested and other duties as required. This position will be located in the Program Office, one of the support offices of the Mission.

DETAILED DUTIES AND RESPONSIBILITIES

A. Branding

35% of time

USAID directives require that the office in the Mission responsible for outreach and communication exhibit a substantial amount of knowledge, responsibility and discretion associated with layout and design as well as corporate branding in order to communicate and disseminate guidance directly to implementing partners (both host nation and international organizations) to ensure the appropriate creation of branding strategies, branding implementation plans and branding and marking plans and products which indicate how programs we fund will communicate funding from the American people and how they will be named and promoted. To implement this directive USAID/Iraq has decided to make one person, the Information/Media Specialist responsible for providing advice, conducting trainings, reviews and acting as the point person on requests for exceptions and waivers at the Mission.

Specifically incumbent will be responsible for:

- Providing advice and guidance on graphic design.
- Communicating with and advising USAID staff and all implementing partners on USAID branding and marking policy directives and required procedures listed in ADS 320 and its references, including the USAID Graphic Standards Manual.
- Providing training for USAID staff and partners on branding and marking requirements.
- Reviewing all branding strategies, branding and marking plans, and branding implementation plans, and advising as requested.
- Consulting on requests for waivers and exceptions to marking requirements.
- Communicating and consulting as needed with the USAID/Washington Senior Advisor for Brand Management in the Bureau for Legislative and Public Affairs (LPA).
- Managing advertising, public relations and outreach productions to ensure proper corporate identity and marking.
- Approving Branded and Marked communications products proposed by partners and/or Contracting Officer Technical representatives and Agreement Officer Technical Officer's.

B. Website Maintenance

35% of time

USAID/Iraq has its website in English and Arabic. To ensure all information on the website is current, the Information/Media Specialist will be responsible for performing the following functions:

- Uploading new stories, press releases, photos and programmatic content.
- Assisting in formatting and editing and editing the website content.
- Serving as the primary liaison for USAID/Iraq between the Middle East Iraq office in Washington, Legislative and Public Affairs (LPA), and the office of Chief Information Officer in Washington.
- As appropriate, coordinating with the LPA press officers, desk officers and regional and bureau level staff.

C. Visual Media

20% of time

USAID/Iraq uses photographic material in the majority of its publications. The Information/ Media Specialist will be responsible for the following:

- Updating, managing, organizing and maintaining a USAID/Iraq photo and video library;
- Serving as the Mission photographer on occasion. This may require the incumbent to work weekends and attend functions in the Red Zone;
- Editing, filing, transmitting, and using photographic imagery to maximize USAID/Iraq project awareness;
- Editing, revising, storing, and presenting photographic imagery through knowledge of PowerPoint, Adobe Photoshop, Drupal application and web content management experience or training, additional layout and design formats. ;
- Developing, reviewing, and/or revising proposed outreach material for messages.

D. Other duties as required

10% of time

Back-up DOC Officer

The Information/Media Specialist will be responsible for assisting, as requested, the DOC Officer with:

- Organizing public events for USAID, including the preparation and dissemination of press releases and background information, protocol issues, site selection and preparation, staging and logistical issues, scheduling and maintaining contact with speakers, and notification of appropriate U.S. and local government officials and media, as well as on-site and follow-up coordination of media;
- Assisting with site visits by official visitors from the Embassy, USAID/W, etc. by drafting site visit schedules, preparing briefing materials and scene setters, managing logistics related to visits;
- Coordinating meetings and briefings with partners, constituents, other donors and officials;
- Assisting with preparing PowerPoint and other on-screen presentations.
- Preparing USAID/Iraq program briefing materials;
- Assisting with responses to inquiries from the general public and the media on USAID programs, practices and any other general information requests.

Calendar of Events

The Information/Media Specialist will be responsible for maintaining a calendar of USAID/Iraq program events and making the information available to the Front Office, the Embassy and the USAID Washington.

MINIMUM QUALIFICATION AND SELECTION CRITERIA

- a. Education (15 points):** A Bachelor's degree is required. Preferred academic fields include: Journalism, Communications, Public Administration, Graphic Design or Arts and Media, Languages, Literature, Computer Science, or Cultural Studies. A certificate in similar- related fields will be considered with an additional two years of work experience.
- b. Prior Work Experience (20 points):** Five to seven years of professional experience working in such areas as managing websites, public relations, commercial arts or advertizing, designing outreach campaigns, speech writing, as a journalist or writer, or a related field are required.
- c. Knowledge (25 points):** A thorough knowledge and understanding of design and layout, especially with regards to various printed collateral material, documents, booklets, reports and brochures; of the theory of designing print messages; of the Iraq media, including print and visual outlets is required.
- d. Abilities and Skills (20 points):** Competence in using various computer software applications such as MS Word, Power Point, Outlook and Adobe Photoshop is required; experience or training in Drupal program or web content management is highly desirable; must be detailed-oriented. Strong interpersonal and teamwork skills are essential; Candidate should be extremely customer service oriented and must be able to represent USAID in public; must be comfortable working independently, managing several activities at once, and working under pressure to meet very short deadlines.
- e. Language Proficiency (20 points):** Fluent, (Level IV), oral and written English and Arabic languages are required.



How to apply for this Solicitation

Submission shall be in accordance with this Solicitation, within the Opening and Closing dates, and sent to the email address specified below.

To ensure that the application is considered for further review every candidate should include ALL of the following:

- (i) Most current Curriculum Vitae or resume;
- (ii) Completed and hand-signed Federal form OF-612, available on the USAID website, www.usaid.gov/forms/;
- (iii) Three (3) references, with their telephone numbers and e-mails, who are not family members or relatives;
- (iv) The Solicitation number and position title should be entered in the subject line of the e-mail application.

Please DO NOT include additional documents unless you are advised to do so.

Please note that late, incomplete or sent with unsigned OF612 form applications will NOT be considered.

Applications should be e-mailed to: iraq-jobs@usaid.gov.

USAID/Iraq reserves the right to obtain from previous employers relevant information concerning the applicant's past performance and may consider such information in its evaluation.

Applicants should retain for their records copies of all enclosures which may accompany their applications.

USAID/Iraq
EXO/Human Resources
Job Application

Email: iraq-jobs@usaid.gov
<http://iraq.usaid.gov/>